



## TELEPHONE SURVEY

SEPTEMBER 2003

*Study conducted by*  
**Dan Jones & Associates, Inc.**  
Salt Lake City, Utah

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## **INTRODUCTION**

URS commissioned Dan Jones & Associates, a full-service public opinion and market research firm located in Salt Lake City, Utah, to conduct and compile a survey of residents living in the study area of the Salt Lake Valley (between Bangerter Highway and 7<sup>th</sup> East, and between 106<sup>th</sup> South and 123<sup>rd</sup> South).

## **RESEARCH OBJECTIVES**

- Identify what people living in the study area like most and least about living in their community
- Measure support and opposition to limiting, encouraging, or balancing growth
- Discover which sources residents would use if they were looking for information about transportation plans in their community
- Estimate how often respondents drive within the study area
- Assess the severity of transportation problems within the entire study area
- Identify residents' most pressing transportation issues in the area and possible solutions to their concerns
- Measure favorable and unfavorable impressions of the Utah Department of Transportation
- Examine UDOT's performance ratings as assigned by residents

## **PROCEDURES**

Dan Jones & Associates developed the questionnaire with direction from representatives of URS. To meet the research objectives, 1000 households within the 114<sup>th</sup> South Environmental Impact Survey study area were interviewed August 18 - September 16, 2003 during evening hours. Prior to implementation, the client approved the questionnaire. The survey instrument was thoroughly pretested on individuals selected at random from the sample universe. The client also approved any changes made to the questionnaire as a result of the pretest.

## **SAMPLE**

Dan Jones & Associates utilized a random systematic sampling procedure, giving each residence within the sample universe an equal opportunity of being selected for an interview. Only those age 18 and older were allowed to participate in the survey. The sample was drawn according to the population in the study area. The margin of error for this study is  $\pm 3.0\%$  for total data and increases for subgroups.

## **FIELDWORK**

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and proven to be reliable, thorough, and able to develop excellent rapport with respondents. Interviewers were cautioned to limit interaction with respondents concerning the individual responses to the questionnaire. To assure accuracy in reciting the questions and in recording the responses, the project director carefully briefed interviewers.

Structured and unstructured questions were used to measure intensity of opinions and to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

## **DATA ANALYSIS**

The staff of Dan Jones & Associates prepared statistical results. Each question has a response distribution as well as a series of cross-tabulations or contingency tables which organize responses by various demographic groupings and allow for detection of differences that may exist between the opinions of subgroups.

Appendices include the questionnaire with results, respondent comments, and cross-tabulations.

## EXECUTIVE SUMMARY

### Residents Enjoy Their Quality of Life

Over three-fourths of residents in the study area (78%) rate the quality of life in their community as much better or somewhat better compared to other parts of Salt Lake County. One in five people (18%) feel that the quality of life in their community is about the same as other parts of the county. Only 2% of respondents feel that the quality of life in their community is somewhat worse compared to other parts of Salt Lake County and no residents report their quality of life is much worse.

Residents tend to say that the things they like most about living in their community are the people and their neighborhood (20%), the rural or country atmosphere (11%), the peace and quiet (9%), as well as a lack of crime and feeling of safety (9%). On the other hand, people tend to say that some of the things they like least about living in their community are growth and population (12%), traffic (11%), road construction (9%), and local government (6%).

### Managing Growth in the Study Area

The vast majority of residents living in the area around 114<sup>th</sup> South tend to favor having more land set aside for open space (87%) and improved master planning for their community (87%), with strongly favor and somewhat favor responses combined. Two-thirds of respondents report that they favor having their community pursue more economic growth and development (67%), as well as having more retail such as stores and restaurants (67%). People in the study area are most opposed to having more commercial development such as manufacturing and other businesses (60% strongly oppose or somewhat oppose). These results show that residents would like to see balance in handling growth in their community. People want open spaces, but they also want to see more retail. Furthermore, just over one-half of respondents (54%) strongly or somewhat favor how their local government officials are handling growth and economic development in their community, which is a good score but could be improved.

## **Sources of Information about Transportation Planning**

In evaluating a list of potential sources of information about transportation plans for their community, residents confirm that they definitely or probably would use word of mouth (84%), community newspapers (81%), major newspapers (81%), television (81%), an Internet website (77%), and radio (77%) as sources of information. Other sources that a majority of people would use for information about transportation planning in their community include: E-mail (66%), direct mail (63%), community meetings (53%), and information in their utility bills (50%). When asked which method of communication they would prefer if they had a question they wanted to ask or a comment they wanted to share with transportation planners, respondents confirm that they would prefer to use E-mail or an Internet site (43%), telephone (25%), or a letter in the mail (10%).

Although some residents (41%) initially say that they feel adequately informed about transportation plans and designs that affect residents in the study area, the vast majority of those polled (89%) would like to receive more information about transportation projects.

## **Examining Usage of Roads in the Study Area**

Nearly two-thirds of those interviewed (64%) report that they generally drive in the study area every day of the week. On the other hand, only 6% of respondents confirm that they seldom drive within the area. Remaining percentages declare that they drive within the study area one to three days per week (13%) or four to six days per week (18%).

Given a list of four methods of travel, one in four residents (27%) declare that they walk within the study area on a daily basis, noticeably higher than the percentage that say they bicycle, use horse/equestrian trails, or ride the bus on a daily basis. One-third of residents (36%) mention other methods of travel that they use within the study area on a daily basis, such as their car and TRAX. At 22%, walking also leads the list of activities that respondents participate in on a weekly basis. High percentages maintain that they never use horse/equestrian trails (91%) or ride the bus (81%) in the study area.

## Problems Traveling within the Study Area

Presented with five potential transportation-related problems, one-half of respondents (52%) classify traffic congestion within the entire study area as a major problem, while two in five (40%) describe it as a minor problem. Other major problems worth noting are the ability to travel in an east and west direction within the entire study area (48%) and transportation planning for the entire study area (37%). Slightly fewer people find traveling north and south along I-15 (28%) and on surface streets (25%) within the entire study area to be a major problem.

Unaided, respondents declare that the top transportation issues they have within the study area are traffic congestion (17%), road construction (11%), east-west travel (7%), public transportation (7%), and 114<sup>th</sup> South (6%). It is worth noting that only 8% of those interviewed state that they don't know of any transportation issues within the study area that concern them, or that there are no issues. When asked for some transportation alternatives or solutions that they would recommend to alleviate their concerns, residents emphasize light rail or TRAX (23%), widen streets (10%), buses (7%), finish a road before starting another (6%), and more roads going east-west (6%). One in five people (18%) acknowledge that they don't know of any transportation solutions that would address their concerns.

Residents indicate that they think city and county government (21%), residents in the study area (19%), and everybody (16%) should be included in the transportation planning process. One in four people (24%) acknowledge that they don't know which community groups or individuals should be involved in the transportation planning process in the study area.

## Impressions of UDOT

Encouragingly, three-fourths of respondents (77%) declare that they have a very favorable or somewhat favorable impression of UDOT, with responses leaning toward *somewhat favorable*. One in five residents (22%) admit that their impression of UDOT is very unfavorable or somewhat unfavorable. It is worth noting that two in five people (42%) claim that they have contacted UDOT by telephone, website, or by other means.

## **Ratings for UDOT**

Most of the ratings for UDOT fall just slightly above the midpoint of 4.00 on the 1-7/poor to excellent scale. Residents give UDOT their highest ratings for road and freeway design (4.92) and providing an effective website (4.90). Respondents also give UDOT fair to good scores on the following: the ability get answers to questions (4.56), trustworthiness to make good decisions about transportation (4.33), road maintenance (4.28), fiscal responsibility (4.22), communication with the public (4.08), and management of road projects (4.07). UDOT receives its lowest rating (3.98) for being responsive to residents' needs.

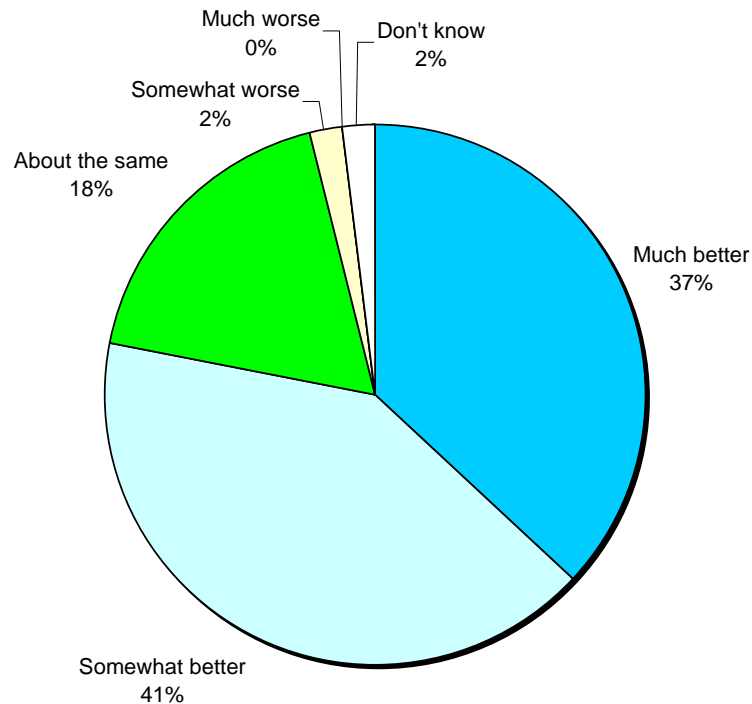
## **Conclusions**

- The research confirms that residents would like to receive more information regarding transportation issues in the study area.
- One-half of those interviewed indicate that they would like to know the UDOT website for the study area (54%) or that they would like to be on the project mailing list (52%). Respondents expressing an interest were given the opportunity to make a note of the project's website address: [www.UDOT.Utah.gov/11400south](http://www.UDOT.Utah.gov/11400south) or had their mailing information (including e-mail address) recorded for project correspondence.
- Traveling within the study area is perceived as a major or minor problem by a majority of respondents. The most problematic areas include the ability to travel east and west within the study area and traffic congestion within the entire study area.
- The number one suggestion or alternative for handling traffic congestion in the study area is light rail or TRAX.



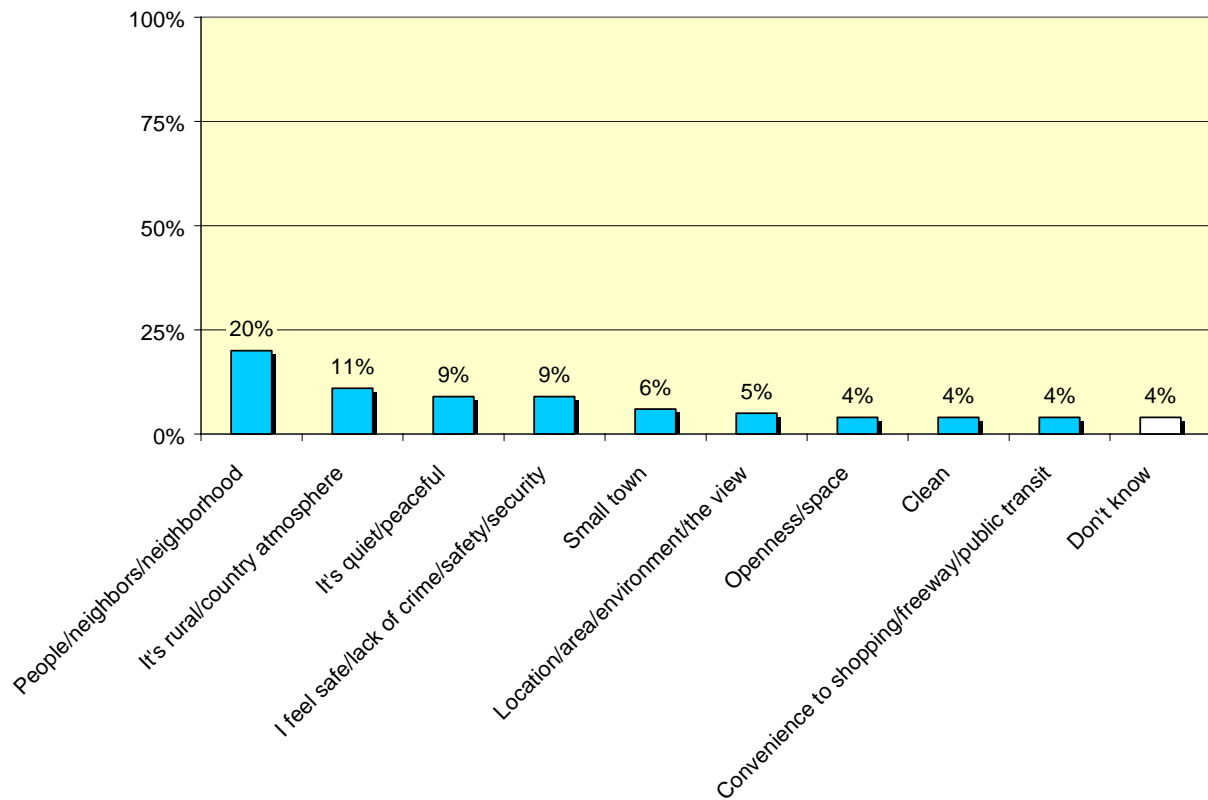
## GRAPHS AND STATISTICALLY SIGNIFICANT FINDINGS

**Question 1. First of all, how would you evaluate the quality of life in your community compared with other parts of Salt Lake County?**



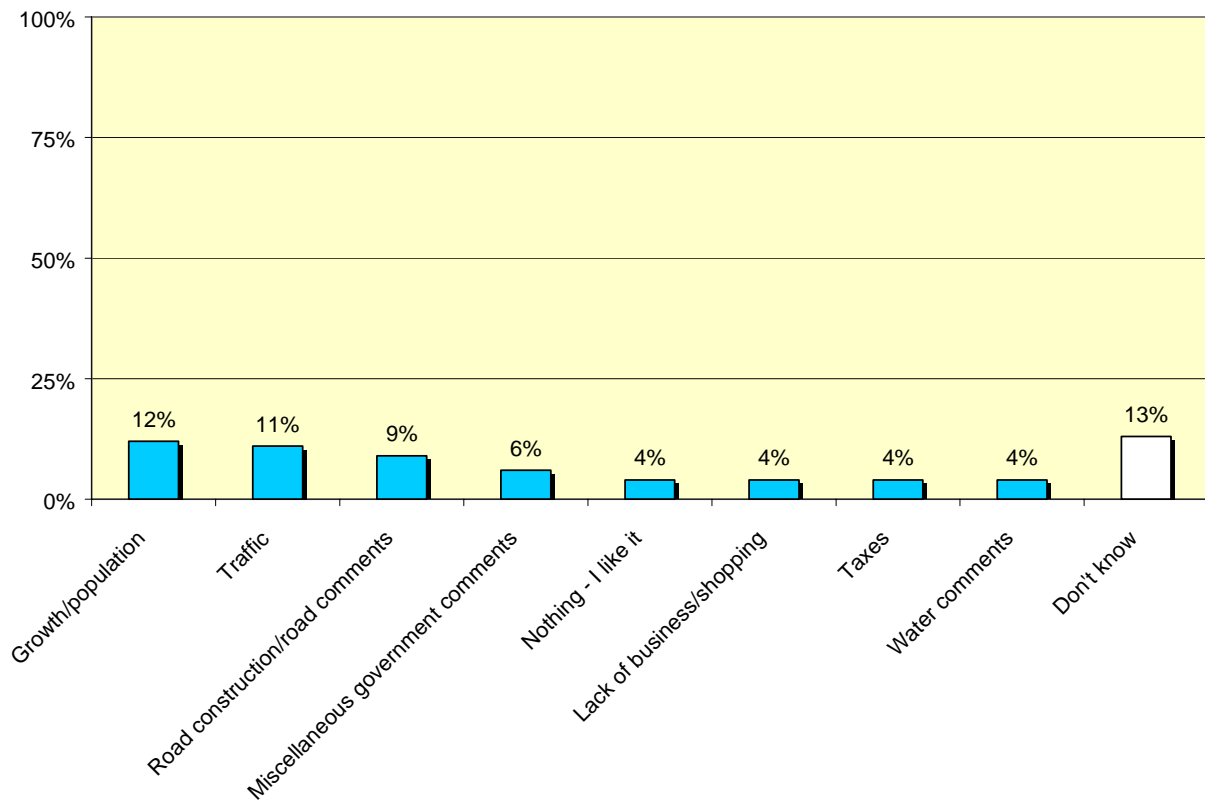
- ✓ Households with five or more people, homes where English is the only language spoken, South Jordan residents, and those with annual income over \$90,000 are more likely to rate the quality of life in their community as much better than other parts of Salt Lake County.

**Question 2. What, specifically, do you like most about your community? (Top responses listed)**



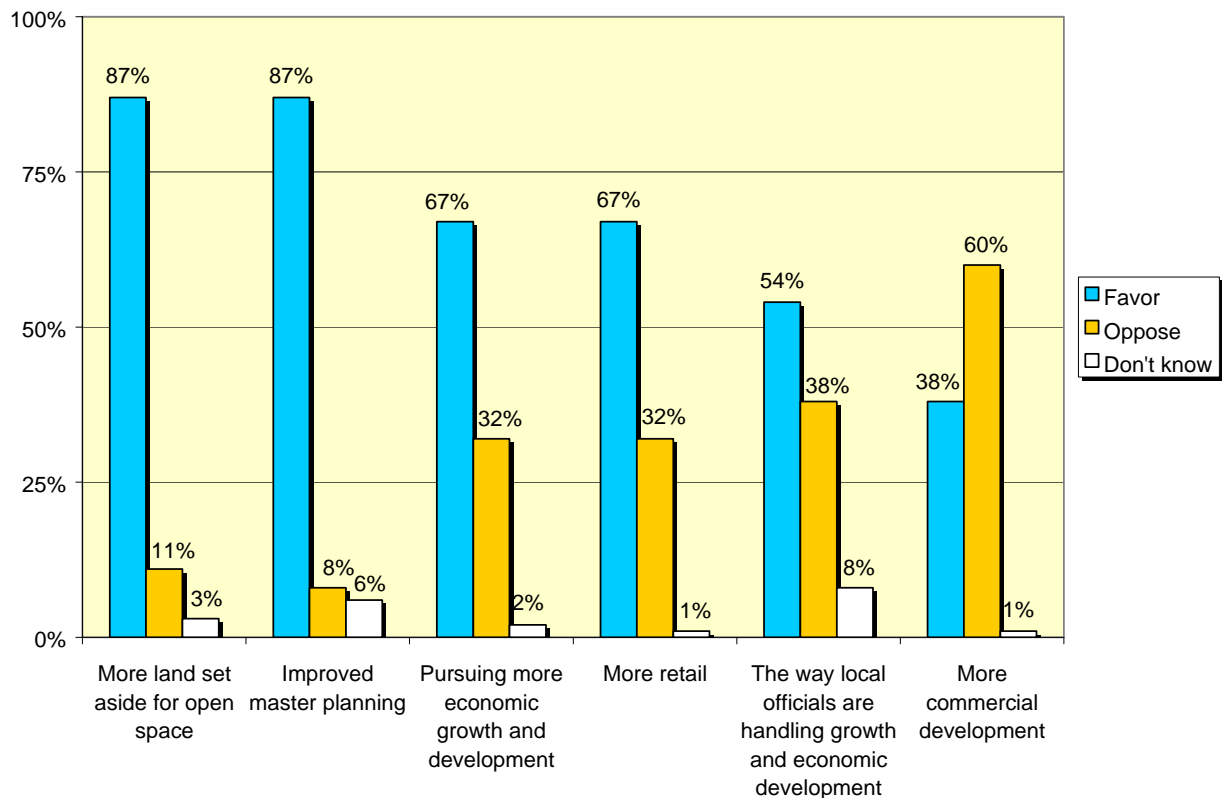
Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

**Question 3. What, specifically, do you like least about your community? (Top responses listed)**



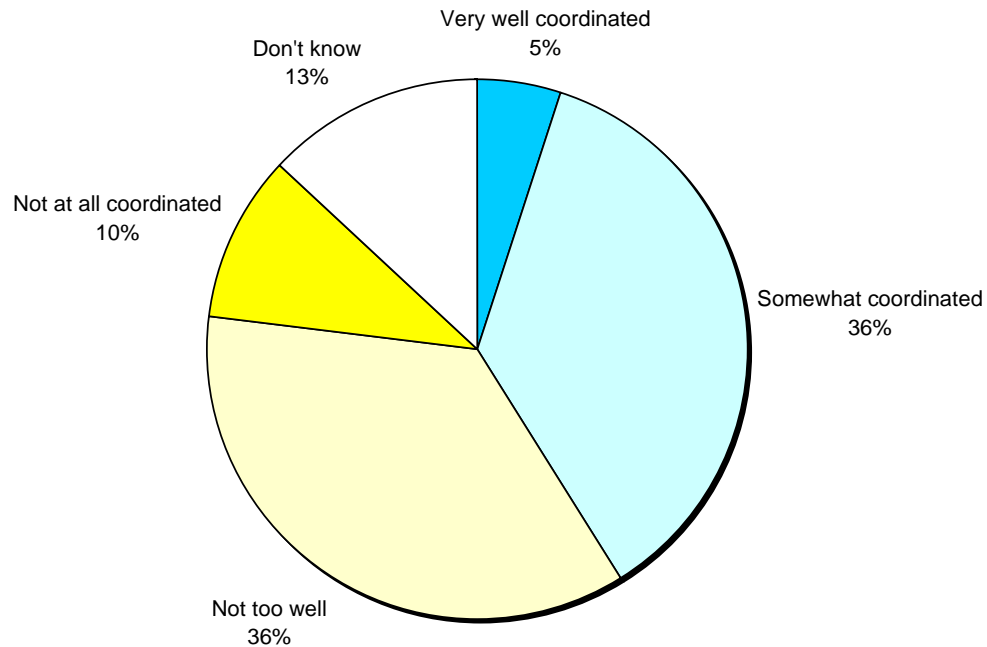
Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

**Questions 4-9. Do you favor or oppose the following? (*Strongly* and *somewhat* responses combined)**



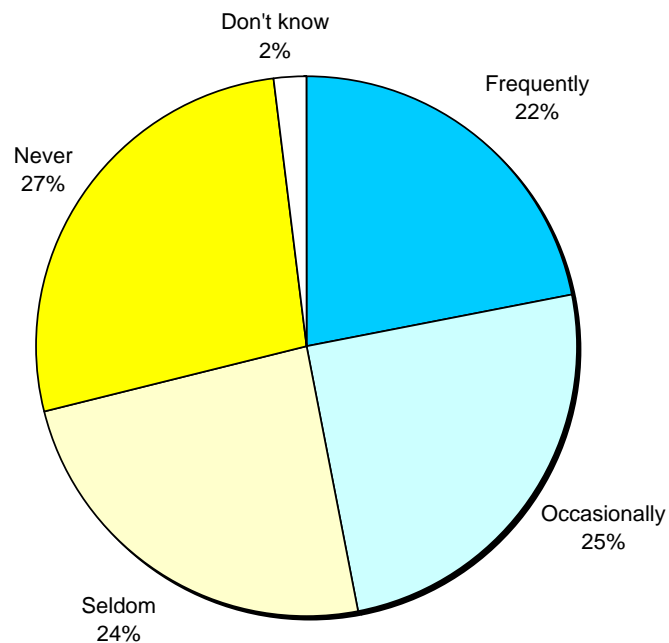
- ✓ Males, households with three or four people, and those with annual income of \$70,000 and higher are more likely to say that they strongly favor pursuing more economic growth and development.
- ✓ South Jordan and Riverton residents are more likely to say that they strongly favor having more retail, such as stores and restaurants.
- ✓ Males and households where English is not the only language spoken are more likely to say that they strongly favor more commercial development, such as manufacturing and other businesses.
- ✓ Sandy residents and people who live east of I-15 are more likely to say that they strongly favor the way in which their local government officials are handling growth and economic development in their community.

**Question 10. In your opinion, how well coordinated are the master plans of the various cities and agencies within Salt Lake County?**



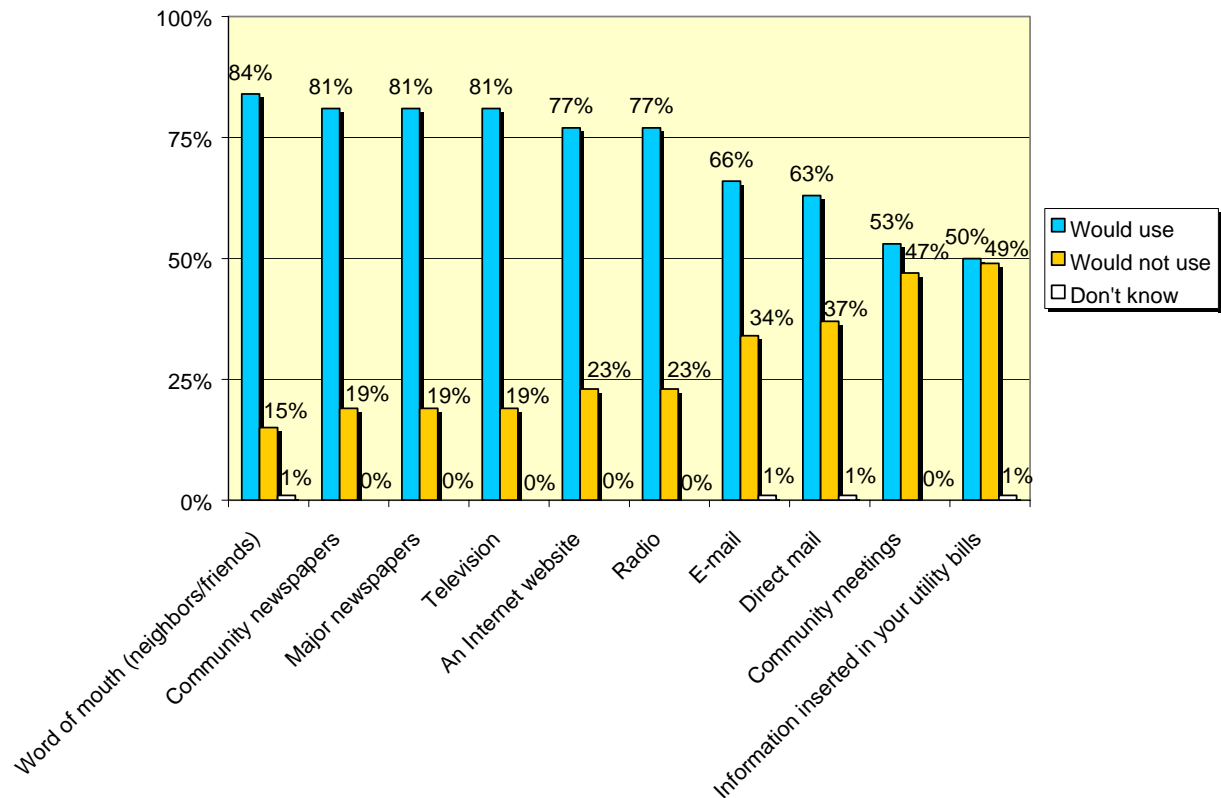
- ✓ Females, people who live east of I-15, and those with annual income less than \$30,000 are more likely to say that the master plans of the various cities and agencies within Salt Lake County are very well coordinated or somewhat coordinated.

**Question 11. How often do you use the Jordan River Parkway?**



- ✓ Households with five or more people, households with no people over the age of 60, households with three people under the age of 18, South Jordan, Riverton, and Draper residents, and people who live west of I-15 are more likely to say that they frequently or occasionally use the Jordan River Parkway.

**Questions 12-21. Now I'm going to read you a list of sources of information. For each one, please tell me whether you would use that source. The question is not whether you currently use the source, but whether you **WOULD** use each of the following as a source of information about transportation plans for your community. (*Definitely and probably* responses combined)**



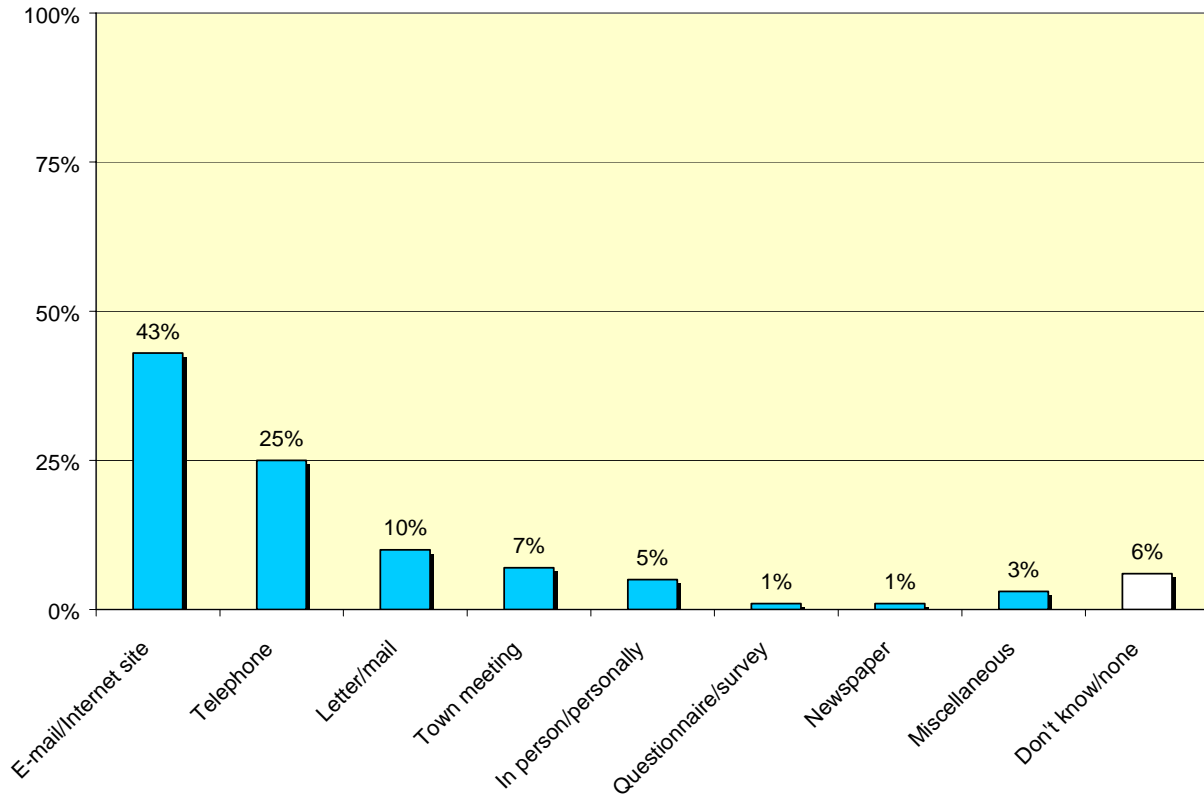
- ✓ Females, households with three or more people, households with no members over the age of 60, households with one or more people under the age of 18, respondents who live east of I-15, and those with annual income of \$70,000 and higher are more likely to say that they definitely would use an Internet website as a source of information.
- ✓ Households with no members over the age of 60 and people with annual income of \$70,000 and higher are more likely to say that they definitely would use E-mail as a source of information.

## Questions 12-21. Continued...

- ✓ Females, households with two people, households with one or two people over the age of 60, and people who live west of I-15 are more likely to say that they definitely would use community newspapers as a source of information.
- ✓ Females, households with one or two people, households with one or two people over the age of 60, households with no members under the age of 18, and households where English is the only language spoken are more likely to say that they definitely would use major newspapers as a source of information.
- ✓ Females and households with no members under the age of 18 are more likely to say that they definitely would use direct mail as a source of information.
- ✓ Females are more likely to say that they definitely would use word of mouth as a source of information.
- ✓ Households with one or two people and those with annual income less than \$50,000 are more likely to say that they definitely would use community meetings as a source of information.
- ✓ Females, households with one person, households with one or two people over the age of 60, households where English is the only language spoken, and those with annual income less than \$30,000 are more likely to say that they definitely would use television as a source of information.
- ✓ Households with one person, households with one or two people over the age of 60, households with no members under the age of 18, and households with four or more people under the age of 18 are more likely to say that they definitely would use radio as a source of information.
- ✓ Females, South Jordan residents, and people who live west of I-15 are more likely to say that they definitely would use information with utility bills as a source of information.



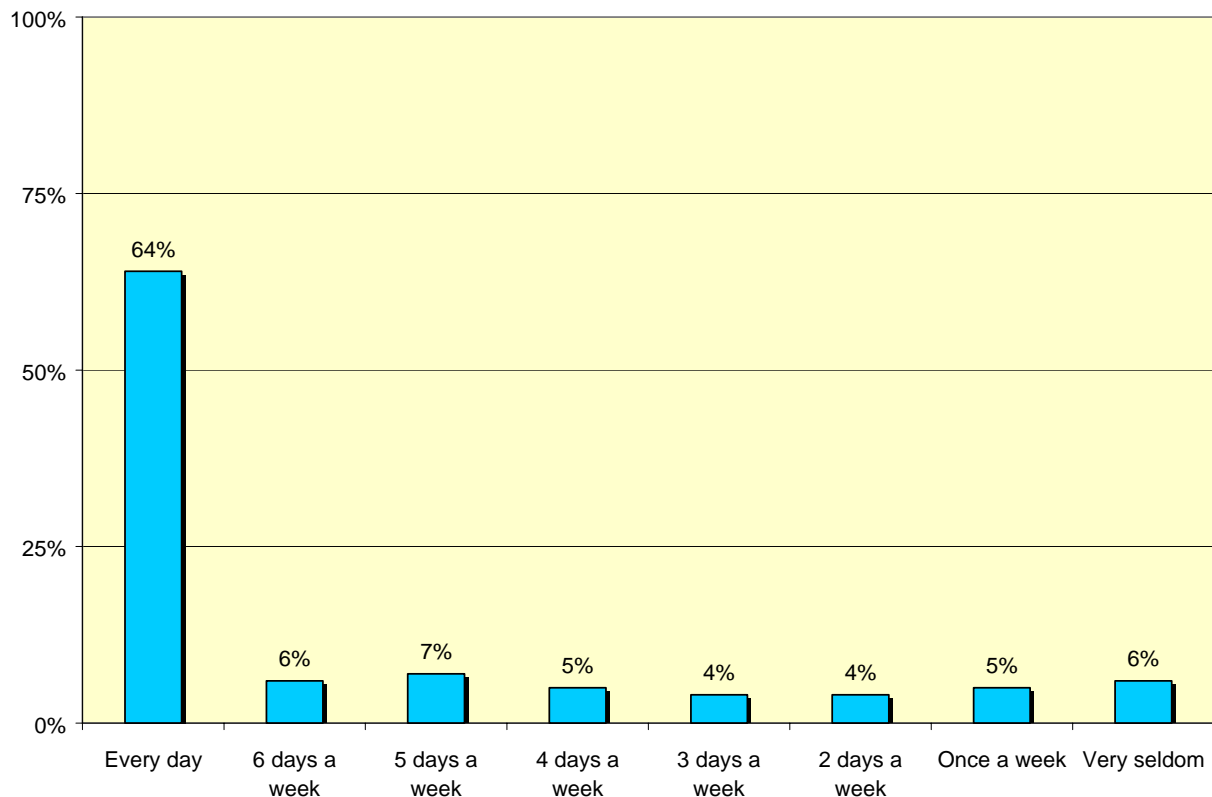
**Question 22. If you had a question or comment that you wanted to share with transportation planners, what method would you prefer to use to communicate those comments?**



A complete list of responses is available in Appendix B.

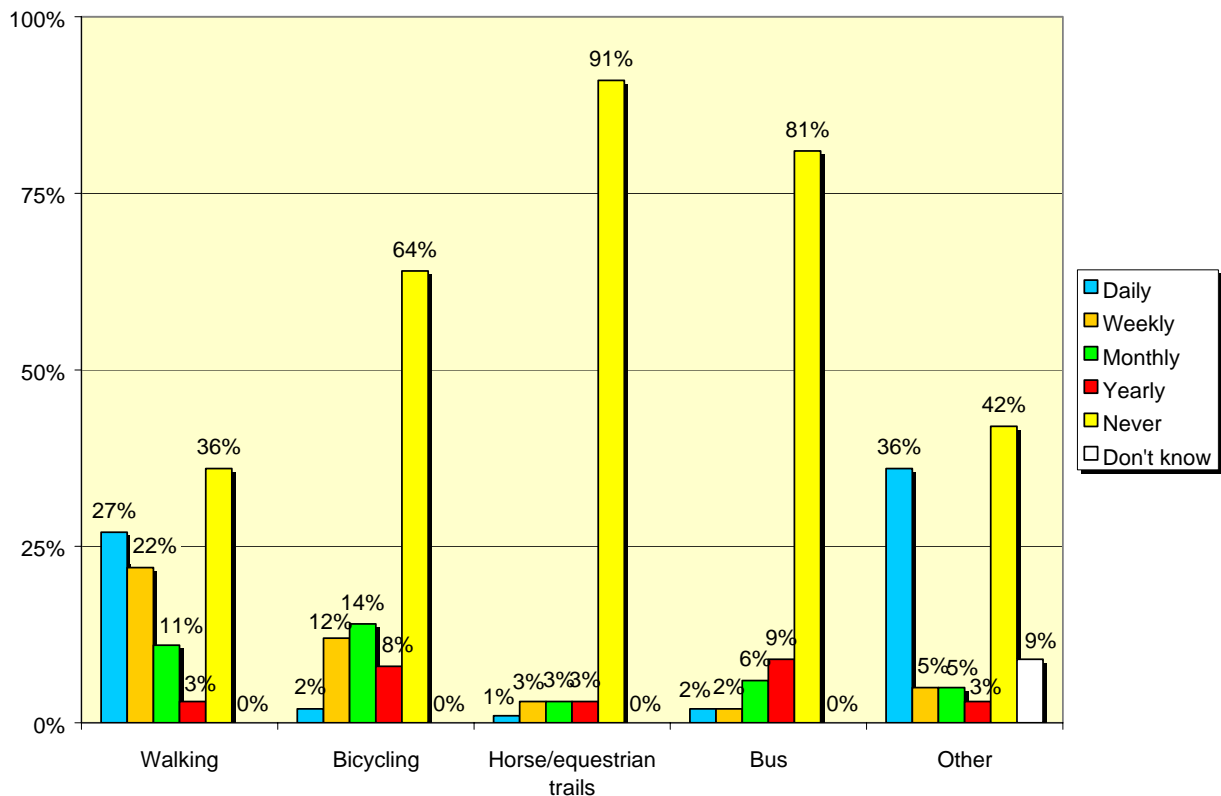
Now, I'd like you to think about a specific area of Salt Lake County. Imagine Bangerter Highway on the west to 7<sup>th</sup> East; then, 106<sup>th</sup> South to 123<sup>rd</sup> South. For the purpose of this survey, I will refer to that area as the study area.

**Question 23.** How many days a week do you generally drive a vehicle somewhere within the study area?



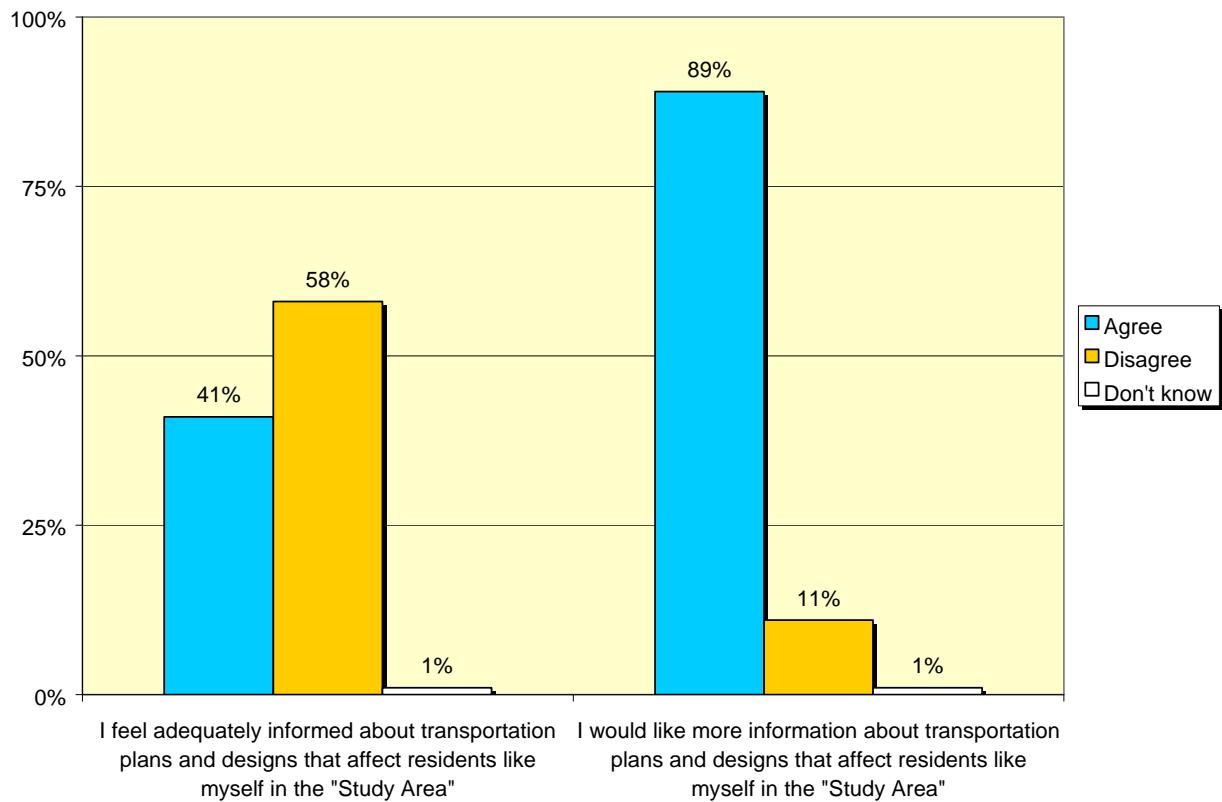
- ✓ Respondents with annual income \$90,000 and higher are more likely to say that they drive within the study area every day.

**Questions 24-28. How often do you use the following methods of travel within the study area?**



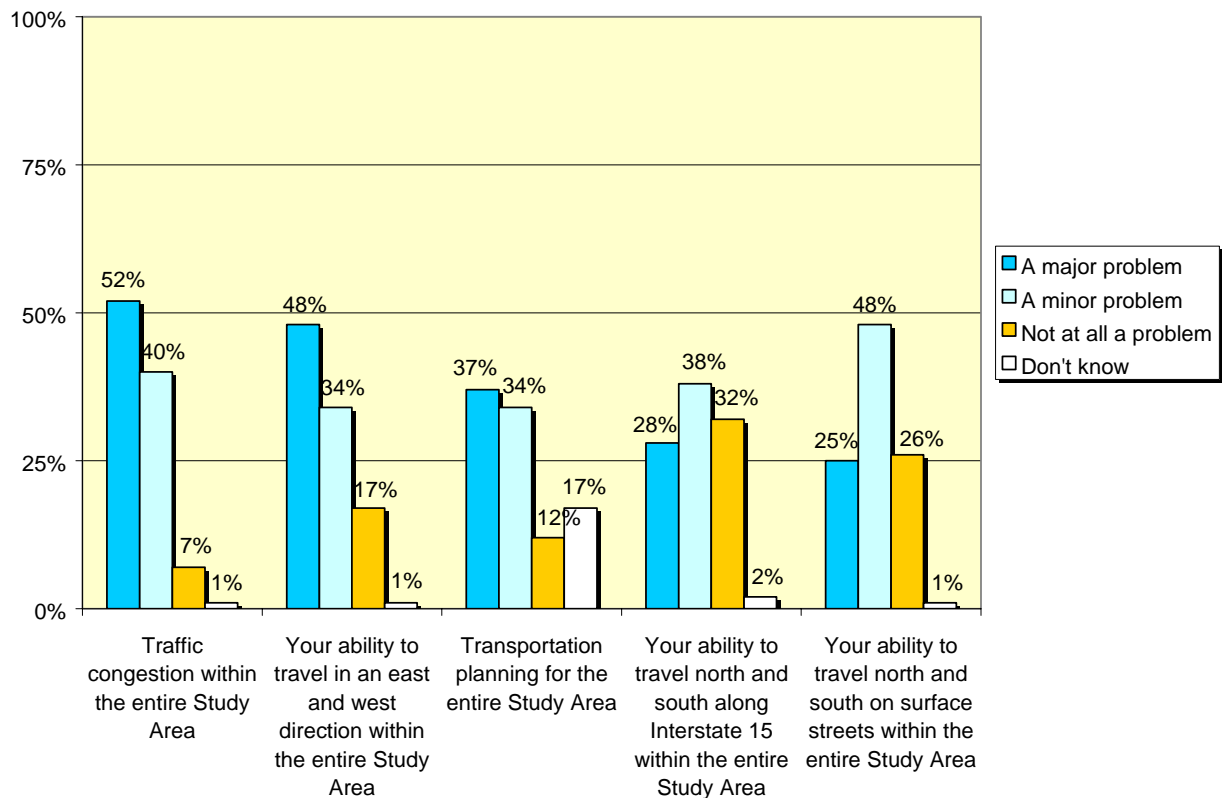
- ✓ Households with four or more people are more likely to say that they walk in the study area on a daily basis.
- ✓ Households with four or more people are more likely to say that they bicycle in the study area on a weekly basis. Households with one or two people over the age of 60 and households with no children under the age of 18 are more likely to say that they never bicycle in the study area.
- ✓ Households where English is the only language spoken, and those with higher annual income, are more likely to say that they never ride the bus in the study area.

**Questions 29-30. Do you agree or disagree with the following statements?**



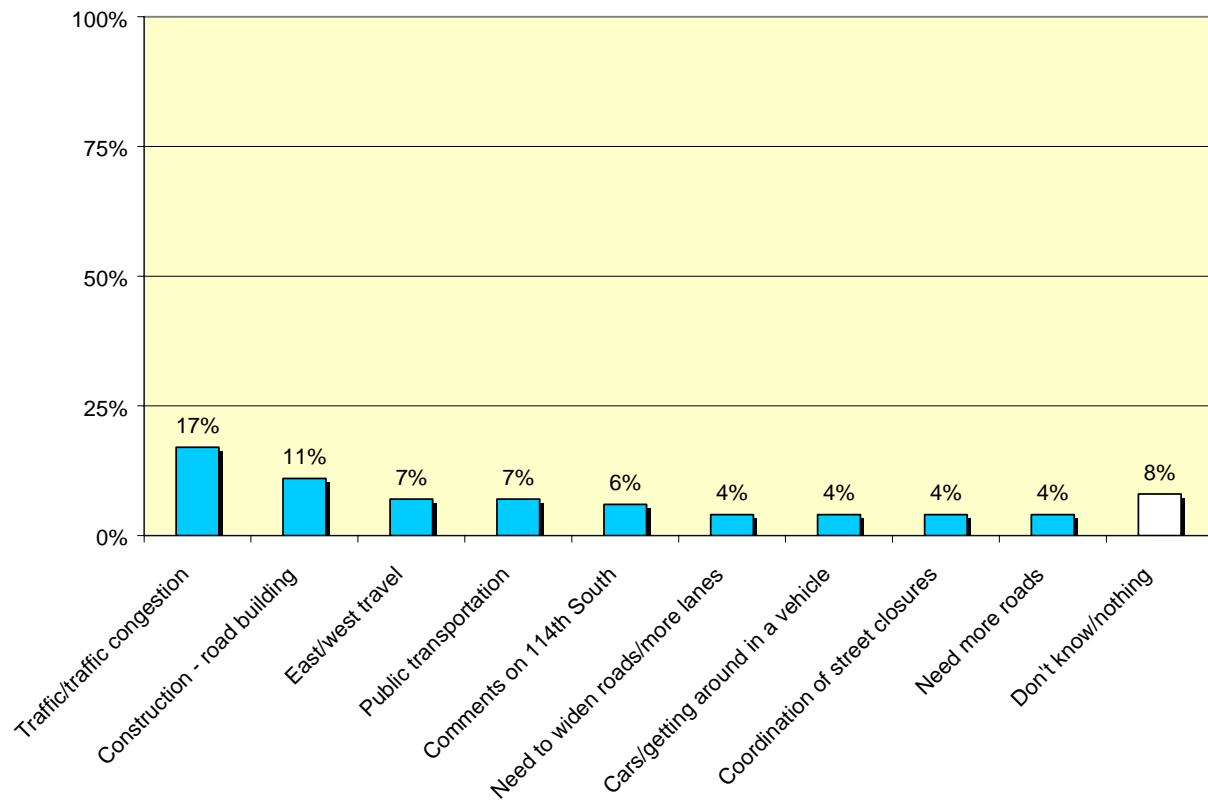
- ✓ Females, households with one person, households with one or two people over the age of 60, households with no members under the age of 18, and respondents with annual income \$50,000 and less are more likely to agree that they feel adequately informed about transportation plans and designs that affect residents in the study area.

**Questions 31-35. In your opinion, are the following transportation-related items a major problem, a minor problem, or not a problem?**



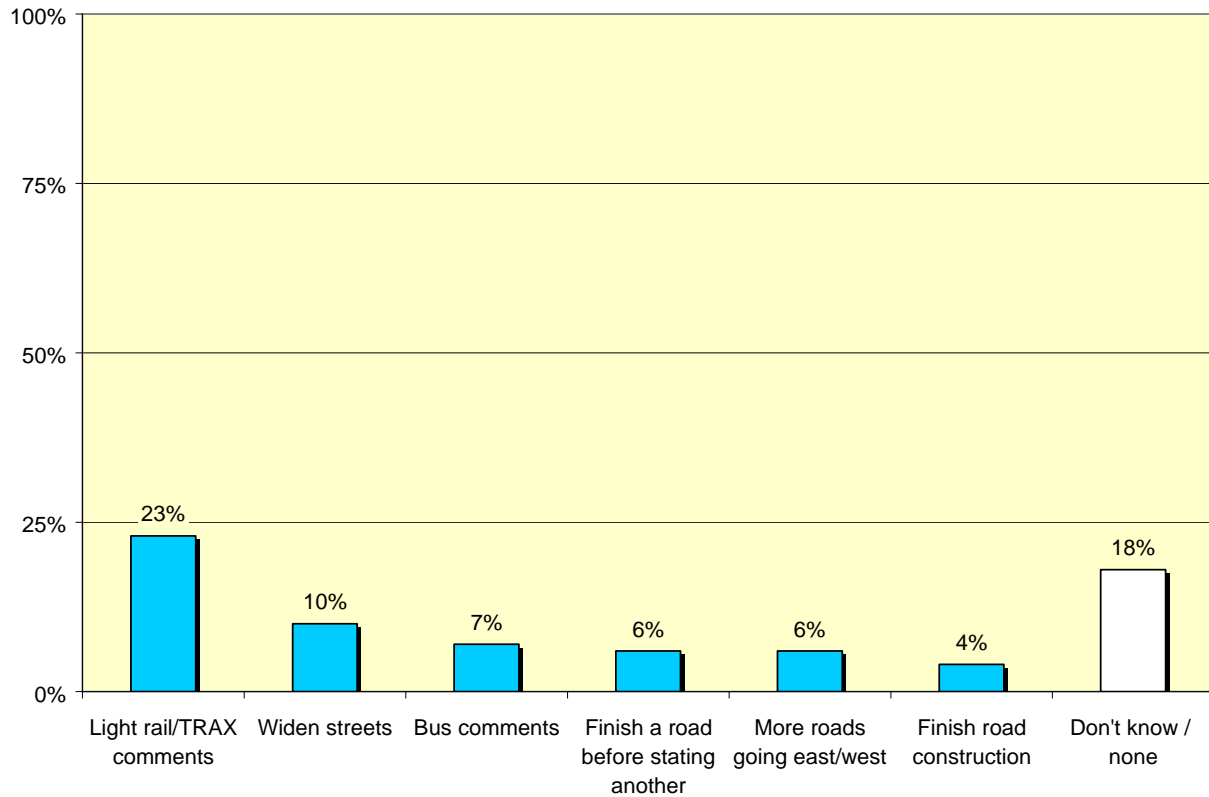
- ✓ Households with two people over the age of 60, South Jordan and Riverton residents, and respondents who live west of I-15 are more likely to say that traveling east and west within the entire study area is a major problem.
- ✓ People who live east of I-15 are more likely to say that traveling north and south along I-15 within the entire study area is a major problem.
- ✓ Females are more likely to say that traveling north and south on surface streets within the entire study area is a major problem.
- ✓ South Jordan and Riverton residents and people who live west of I-15 are more likely to say that traffic congestion within the entire study area is a major problem.
- ✓ Households with no members under the age of 18 and households with more members over the age of 60 are more likely to say that transportation planning for the entire study area is a major problem.

**Question 36. What specific transportation issues within the study area are of most concern to you? (Top responses listed)**



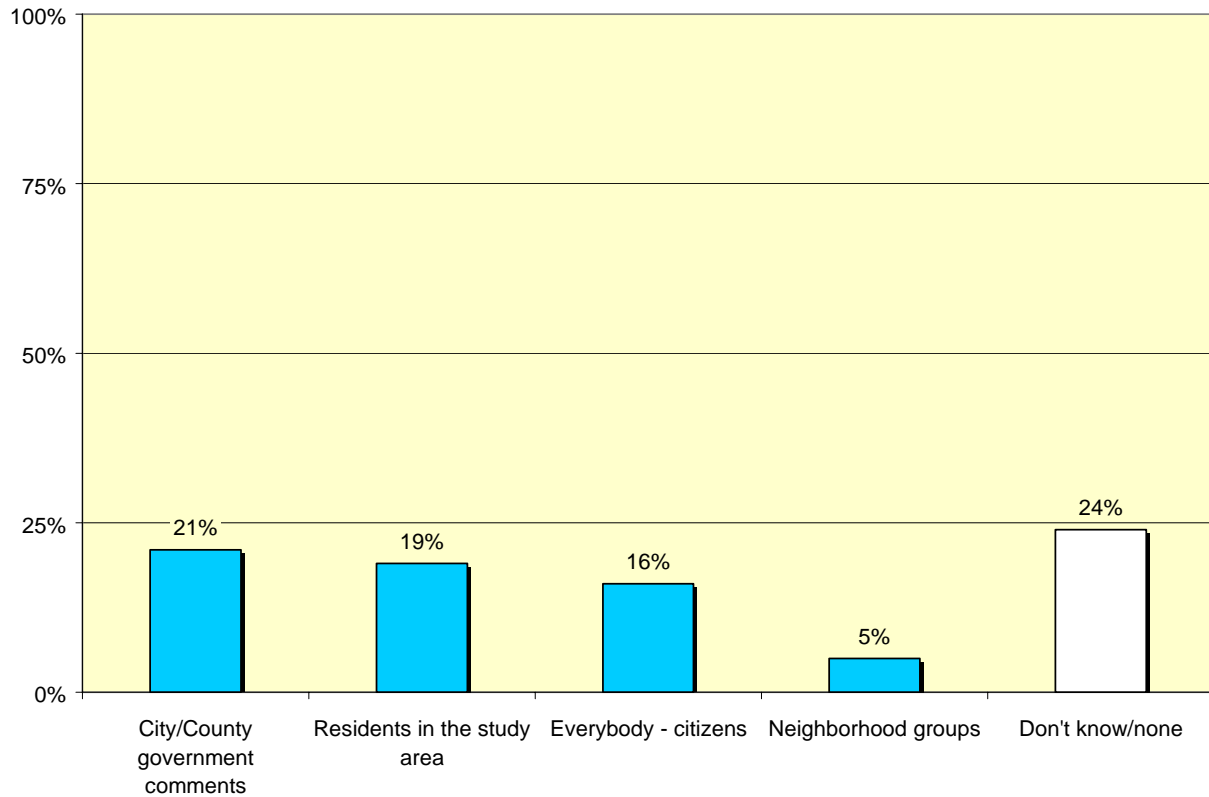
Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

**Question 37. What transportation alternatives or solutions would you recommend to address or solve those concerns? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

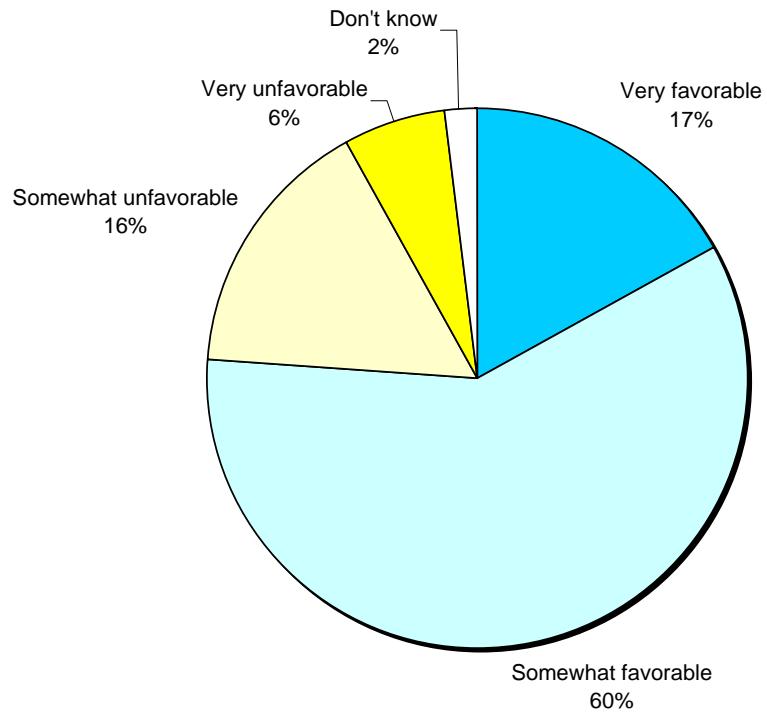
**Question 38. What specific community groups or individuals do you think should be included in the transportation planning process in the study area? (Top responses listed)**



Please refer to Appendix A for responses below 5%. A complete list of responses is available in Appendix B.

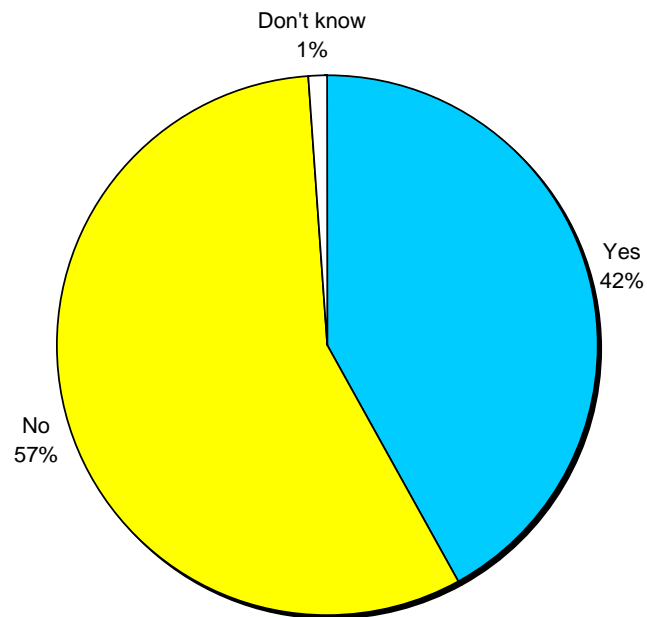


**Question 39. Overall, what is your impression of the Utah Department of Transportation, or UDOT?**



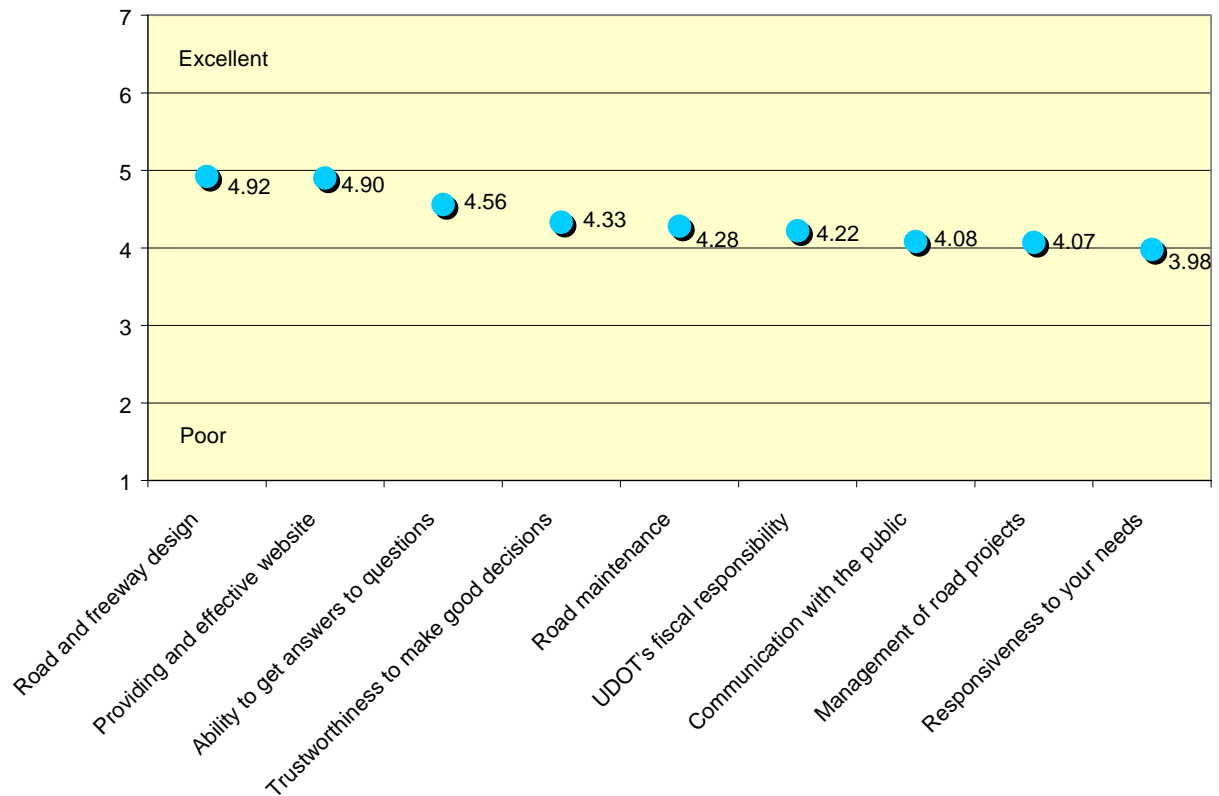
- ✓ Females and households with two people over the age of 60 are more likely to say that they have a very favorable impression of UDOT

**Question 40. Have you ever contacted UDOT, by telephone, website, or by any other means?**



- ✓ Males, households where English is not the only language spoken, and those with annual income \$90,000 and higher are more likely to say that they have contacted UDOT.

**Questions 41-49. Based on what you know or have heard, how would you rate the performance of UDOT on the following, using a 1-7 scale, with one meaning *very poor* and seven meaning *excellent*? (Mean scores shown)**



- ✓ Sandy and Draper residents and households with two people over the age of 60 are more likely to give UDOT good/excellent ratings for road maintenance.
- ✓ People who live east of I-15 are more likely to give UDOT good/excellent ratings for management of road projects.
- ✓ Females and households where English is the only language spoken are more likely to give UDOT good/excellent ratings for communication with the public.
- ✓ Households where English is the only language spoken are more likely to give UDOT good/excellent ratings for responsiveness to your needs.

**Questions 41-49. Continued...**

- ✓ Sandy and Draper residents and people who live east of I-15 are more likely to give UDOT good/excellent ratings for trustworthiness to make good transportation decisions.
- ✓ Males are more likely to give UDOT good/excellent ratings for answering their questions.
- ✓ Draper residents are more likely to give UDOT good/excellent ratings for their fiscal responsibility.